CITY OF TORONTO
MANAGEMENT SERVICES DEPARTMENT

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March 11, 1982

To: The City of Toronto Executive Committee

Subject: TTC Metropass Subsidy Program for City Employees

Origin: Executive Director, Management Services Department and Commissioner, Finance Department (c10exec82041:116)

Comments:

At its meeting on October 22 and 23, 1981, City Council endorsed the Toronto Transit Commission (TTC) Corporate Metropass Support program and approved a promotional program enabling City employees to purchase a Metropass at a $5.00 discount during the month of November 1981. In addition, Council requested information from the Executive Director of Management Services and the Commissioner of Finance on various matters. Specifically, Council asked:

1. Does the reduction of $5.00 increase the number of persons using public transit;

2. What are the costs and implications of a one-year trial period for the $5.00 Metropass program;

3. What percentage of City employees now use public transit;

4. How many City employees are going to use the TTC if the proposal is approved.

In addition, Council requested the Executive Director of Management Services to report on a policy to replace TTC tickets with Metropasses for employees presently provided with TTC tickets in connection with their duties. This matter will be reported on separately.

In order to address the issues raised by Council, we have analyzed the results of the November project and undertaken an employee telephone survey designed to provide detailed information concerning TTC ridership, Metropass usage, and attitudes towards TTC travel. Our findings are now reported in two sections; first, a general summary of the results of the November 1981 "$5.00-Off" program; and second, a summary of the main findings arising from our survey.

(1) SUMMARY OF THE NOVEMBER PROGRAM

The Metropass "$5.00-Off" program was administered during the period October 23 - October 30, 1981. "$5.00-Off" vouchers were prepared by the Computer Services Division of the Management Services Department for all permanent and temporary City employees and were forwarded to departments for distribution. Arrangements were made with the TTC to install a Photo Display Booth for the period October 28th - 30th on the main floor of City Hall. The TTC Tour Guide redeemed vouchers entitling employees to the $5.00 discount, and the program was advertised in the October 26, 1981 issue of City News. (From subsequent research it has been estimated that approximately 90% of all City employees were aware of the "$5.00-Off" program in time to make a subsidized Metropass purchase.)

The actual results obtained by the November program are as follows:

- Out of 5,934 vouchers issued, 612 vouchers were redeemed against the purchase of a Metropass.
- Of the 612 Metropasses purchased, 88 were purchased by the Department of Buildings & Inspections for use by Building Inspectors and 35 were purchased by the Department of Public Health for use by Health Inspectors. The remaining 489 purchases were made by City employees at their own expense.
- Of the 489 employees who purchased a Metropass at their own expense, 275 (56.2%) also purchased the Photo-Identification portion. These 275 employees are presumed to be first-time Metropass purchasers. The 214 employees who purchased a Metropass but did not purchase the Photo-Identification portion are presumed to be previous Metropass users.

Because these results can be better understood in the light of other information (e.g. how many employees actually stood to gain financially by the purchase of a Metropass; what were some of the reasons that employees did not purchase; etc.) a survey was designed to provide relevant supporting data. A summary of this survey now follows.

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(2) METROPASS SURVEY

i) Method

The survey questionnaire, survey methodology and statistical reliability of the survey are described in full at Appendix II. In summary, the survey was based on a sampling process involving telephone interviews with 340 employees randomly selected from payroll files. The interview sample is broadly representative of the total employee population and within the limits of confidence described in Appendix II, is large enough to permit generalizations to the overall population of City employees.

ii) The Population

The number of persons employed by the City of Toronto as of February 1, 1982 is shown in Table I below categorized by union affiliation, sex, employment status, and age.

TABLE I

Categorization of City of Toronto
Workforce as of February 1, 1982

Category		%	Number
UNION AFFILIATION	Local 43	28.9	1769
	Local 79	37.7	2307
	Local 113	20.2	1236
	ASP	8.2	502
	Excluded & Heads	1.6	98
	Non Represented	3.4	208
	TOTAL	100.0	6120
SEX	Male	78.4	4798
	Female	21.6	1322
	TOTAL	100.0	6120
EMPLOYMENT STATUS	Permanent	90.2	5520
	Temporary & Contract	5.2	318
	Local 43 Casual	4.6	282
	TOTAL	100.0	6120
AGE	Under 31 years	21.8	1334
	31 years - 49 years	43.8	2681
	50 years & above	34.4	2105
	TOTAL	100.0	6120

Note: The base population in November 1981 during the $5.00-Off Program was somewhat less (5934) due to the existence of fewer Local 43 Casual employees at that time.

iii) TTC Ridership

The frequency with which City of Toronto employees use the TTC is shown in Table II below. The ridership categories used in this table correspond to those used by the TTC in it's ridership research. In this categorization a trip occurs every time a fare has to be paid.

TABLE II

Breakdown of TTC Ridership (All Purposes)
For City of Toronto Employees

Category	%
Non User (0 Trips Last Week)	38.82
Light User (1-3 Trips Last Week)	7.35
Medium User (4-9 Trips Last Week)	6.47
Heavy User (10 Trips Last Week)	23.53
Very Heavy User (11 Or More Trips Last Week)	23.83
TOTAL	100.00

A breakdown of this ridership pattern by sex, union affiliation and residence location, is shown at Appendix I. From Appendix I it can be noted that:

Non Users of the TTC (0 Trips Last Week)

- 45.45% of men and 19.54% of women are Non Users of the TTC.

- 31.11% of employees who live in the City of Toronto are Non Users of the TTC compared to 37.80% of those who live in other parts of Metro and 70.58% of those who live outside Metro.

- 78.57% of Firefighters, 42.10% of COTAPSAI employees, 38.75% of Local 43 employees, and 23.48% of Local 79 employees are Non Users of the TTC.

Medium Users of the TTC(4-9 Trips Last Week)

- 5.53% of men and 9.19% of women are Medium Users of the TTC.

- 3.70% of employees who live in the City of Toronto are Medium Users of the TTC compared to 7.30% of those who live in other points of Metro and 8.82% of those who live outside Metro.

- 5.26% of COTAPSAI employees, 2.50% of Local 43 employees and 10.06% of Local 79 employees are Medium Users. None of the Firefighters sampled fell into this category.

Very Heavy Users

- 18.57% of men and 39.08% of women are Very Heavy Users of the TTC.

- 28.88% of employees who live in the City of Toronto are Very Heavy Users of the TTC, compared to 24.40% of those who live in other parts of Metro and 2.94% of those who live outside Metro.

- 3.57% of Firefighters, 21.05% of COTAPSAI employees, 27.50% of Local 43 employees and 30.87% of Local 79 employees are Very Heavy Users of the TTC.

Note: For data concerning the intermediate categories "Light User" (1-3 Trips Last Week) and "Heavy User" (10 Trips Last Week) refer to Appendix I.

iv) Travel Between Work & Home

Table III shows the method of travel used by City employees for travelling between work and home. The frequency with which each method is utilized is expressed as a percentage of the total trips taken.

TABLE III

Method of Travel Between
Work & Home by Frequency of Use

Method	% Of All Trips	
Car Trips (Non Pool)	41.2	46.4
Car Trips (Car Pool)	5.2	
Car & TTC	3.2	
TTC Subway	8.1	48.2
TTC Bus or Streetcar	10.8	
TTC Bus/Streetcar & Subway	26.1	
Go Transit	1.4	
Walk/Jog	2.3	
Bicycle	0.2	
Other Modes/Combinations	1.5	
TOTAL	100.0	

Of interest is the fact that slightly more trips between work and home were made by TTC (48.2%) than were made by car (46.4%).

V) The Metropass Market

At the present time 8 TTC tokens can be purchased for $5.00 - (62.5c per token) and a Metropass costs $32.50 per month. The price of a Metropass is therefore equal to the cost of 52 trips using tokens at 62.5c. At this price level, only those persons in the Very Heavy User category stand to benefit financially from the purchase of a Metropass. Even then some people in this group still do not attain the 52 rides required to break-even. Adjusting for such persons, we estimate that 22.60% (1383) of City employees would break even or gain financially from the purchase of a Metropass.

In practice the number of employees who actually purchase a Metropass on a regular basis (i.e. more than 6 purchases in the 10 month period January 1981 to October 1981) is estimated to be 342, although approximately 17.6% of employees (1077) have purchased at least one Metropass at some time.

During the month of November 1981 when employees were able to purchase a Metropass at a $5.00 discount, the number of employees who would have broken even or benefitted financially from the purchase of a Metropass increased to 47.36% (2898). (Based on the price of a Metropass at that time ($29.50) all employees in the Heavy and Very Heavy User category would have broken even or gained financially.) In practice, 489 employees purchased a Metropass at their own expense.

Reasons for the difference between actual sales of Metropasses and prospective sales (that is sales which could be made on a cost justified basis) have not been researched in detail. However, employees in the "Heavy User" and "Very Heavy User" category who did not purchase a Metropass in November, gave the following reasons:

Would not save me money	41.3%
Don't use TTC enough	25.6%
Didn't know about it	10.7%
Too much bother	5.0%
Can't use it at all stops	1.7%
All Other	15.7%

From these responses it would appear that for many employees the risk of not using the TTC sufficiently to recover the purchase cost was a major deterrant. Lack of costing information might also be a factor.

Metropass Costs

In order to determine the possible effects of different levels of subsidy on the purchase of Metropasses, employees were asked to identify the dollar reduction in price which would have to occur before they would consider buying a Metropass on a regular basis, and the dollar reduction which would have to occur before they would definitely purchase a Metropass on a regular basis. The results are shown in Table IV below.

TABLE IV

NECESSARY PRICE REDUCTION FOR EMPLOYEES
TO "CONSIDER" AND "DEFINITELY" PURCHASE A METROPASS REGULARLY

Amount of Reduction	Would Consider Purchase		Would Definitely Purchase	
	%	Cumulative %	%	Cumulative %
0-5 Dollars	23.03	23.03	13.92	13.92
6-7 Dollars	12.12	35.15	10.22	24.14
8-10 Dollars	16.36	51.51	19.20	43.34
11-15 Dollars	5.76	57.27	10.84	54.18
16-20 Dollars	3.03	60.30	3.72	57.90
21-25 Dollars	0.30	60.60	1.24	59.14
25+ Dollars	0.61	61.21	0.31	59.45
Would Have to be Free	8.18	69.39	8.36	67.81
Do Not Need/ Cannot Use	23.64	93.03	25.07	92.88
Don't Know/Other	6.97	100.00	7.12	100.00
TOTAL	100.00	100.00	100.00	100.00

With a subsidy of $5.00, 13.92% of employees (851)* indicate that they would definitely purchase on a regular basis and 23.03% of employees (1409) indicate that they would consider purchasing a Metropass on a regular basis. With a subsidy of $7.00, 24.14% of employees (1,477) indicate that they would "definitely" purchase a Metropass regularly, and 35.15% (2151) indicate that they would "consider" purchasing regularly. At a $10.00 subsidy, the number of "definite" purchasers increases to 43.34% (2652), and the number who would "consider" regular purchase increases to 51.51% (3152).

* The increase above the 489 employees who actually purchased a Metropass during the November discount is partially explained

by the fact that not all employees were aware of the discount opportunity. Subsequent information and publicity may also be a factor.

Impacts on TTC Ridership

Of those employees who indicate that they would definitely purchase a Metropass at $5.00 discount (estimated to be 851), approximately 15.5% (132) are currently Non Users of the TTC. Assuming that each of these new riders made an average of 40 trips on the TTC each month (break even point on the Metropass purchase with a $5.00 subsidy) then the impact on TTC ridership is 5280 additional TTC riders each month (132 new riders at 40 trips/month). In a full year there would be 63,360 additional TTC trips generated by the subsidy program.

Cost & Other Implications

If the $5.00 Metropass subsidy were to continue for a whole year it seems probable that up to 851 Metropasses would be purchased each month by City employees. The direct cost to the City would therefore be $51,060 p.a. (851 passes x $5.00 x 12 months).

The subsidy program is relatively simple to operate administratively. However, if a payroll deduction option is implemented in parallel with the program, then difficulties would occur. Many would wish to opt in and out of the scheme during those months of the year when purchase of a Metropass was an uneconomic proposition (the price advantage is sufficiently marginal to be affected by the incidence of Public Holidays). Such changes would create additional work in the Payroll Section. Since very few employees sampled indicate any interest in a payroll deduction scheme, this option is probably not justified.

Two other implications of the subsidy program should be noted. First, as a result of the recent Federal Budget, it appears likely that the subsidy program would be regarded as a taxable employee benefit. In this event, the incentive effect of the program would be somewhat reduced. Until the Budget legislation is available it is not known whether, nor by how much the employee subsidy would benefit the Federal Government.

A second consideration is that the discount opportunity discriminates somewhat against those employees who cannot, or who prefer not to, use the TTC. To this extent the subsidy may be contentious.

Other Data

A large volume of data concerning TTC utilization by City employees has been collected and processed. Specific reports can be generated as required to provide further perspective on the issues summarized in this report.

SUMMARY

Most of the questions raised by Council have been addressed in the preceeding section of this report. However, a summarized response to those questions now follows:

Q.1 Does the reduction of $5.00 increase the number of persons using public transit?

A.

(1) It appears that the $5.00 subsidy will increase the actual number of employees who use the TTC by up to 132.

Q.2 What are the costs and implications of a one-year trial period for the Metropass program ("$5.00-Off")

A.

(1) Annual costs would be approximately $51,060 p.a.;

(2) The subsidy could be regarded as a taxable benefit thereby reducing its incentive effect;

(3) The subsidy is a differential/discriminatory employee benefit and might therefore prove contentious;

(4) The program would generate approximately 63,360 additional TTC trips each year of operation.

Q.3 What Percentage of City employees now use public transit?

A. We estimate that:

(1) 23.83% make 11 or more trips each week;

23.53% make 10 trips each week;

6.47% make 4 - 9 trips each week;

7.35% make 1-3 trips each week;

38.82% make no trips each week.

Q.4 How many City employees are going to use the TTC if the proposal is approved?

A. We estimate that:

(1) Approximately 60% (36/2) of City employees will make some use of the TTC each week.

A. L. Stevenson

Executive Director
Management Services Department

Commissioner
Finance Department

APPENDIX I *

Analysis of Ridership by Sex

Frequency % All % Column	Male	Female	Total
Non (0 Trips)	115	17	132
Users	33.82	5.00	38.82
	45.45	19.54	
Light (1 to 3)	23	2	25
Users	6.76	0.59	7.35
	9.09	2.29	
Medium (4 to 9)	14	8	22
Users	4.12	2.35	6.47
	5.53	9.19	
Heavy (10 Trips)	54	26	80
Users	15.88	7.65	23.53
	21.34	29.88	
Very Heavy (11+)	47	34	81
Users	13.82	10.00	23.83
	18.57	39.08	
TOTAL	253	87	340
	74.41	25.59	100.00
	100.00	100.00	

* Columns do not total exactly to 100 in all instances due to decimal rounding.

Analysis of Ridership by Union Affiliation

Frequency % All % Column	043	079	APS	113	All Other	Total
Non (0 Trips) Users	31	35	16	44	6	132
	9.12	10.29	4.71	12.94	1.76	38.82
	38.75	23.48	42.10	78.57	35.29	
Light (1 to 3) Users	9	5	5	6	0	25
	2.65	1.47	1.47	1.76	0.00	7.35
	11.25	3.35	13.15	10.31	0.00	
Medium (4 to 9) Users	2	15	2	0	3	22
	0.59	4.41	0.59	0.00	0.88	6.47
	2.50	10.06	5.26	0.00	17.64	
Heavy (10 Trips) Users	16	48	7	4	5	80
	4.71	14.12	2.06	1.18	1.47	23.53
	20.00	32.22	18.42	7.14	29.41	
Very Heavy (11+) Users	22	46	8	2	3	81
	6.47	13.53	2.35	0.59	0.88	23.82
	27.50	30.87	21.05	3.57	17.64	
Total	80	149	38	56	17	340
	23.53	43.82	11.18	16.47	5.00	100.00
	100.00	100.00	100.00	100.00	100.00	

Analysis of Ridership by Residence Location

Frequency % All % Row	Non (0 Trips) Users	Light (1 to 3) Users	Medium (4 to 9) Users	Heavy (10 Trips) Work Users	Very/Heavy (11+) Users	Total
City of Toronto	42	17	5	32	39	135
	12.35	5.00	1.47	9.41	11.47	39.71
	31.11	12.59	3.70	23.70	28.88	100.00
York	4	0	2	4	3	13
	1.18	0.00	0.59	1.18	0.88	3.82
	30.76	0.00	15.38	30.76	23.07	100.00
North York	9	1	3	14	13	40
	2.65	0.29	0.88	4.12	3.82	11.76
	22.50	2.50	7.50	35.00	32.50	100.00
East York	6	1	2	6	7	22
	1.76	0.29	0.59	1.76	2.06	6.47
	27.27	4.54	9.09	27.27	31.81	100.00
Scarborough	29	2	2	14	10	57
	8.53	0.59	0.59	4.12	2.94	16.76
	50.87	3.50	3.50	24.56	17.54	100.00
Etobicoke	14	2	3	6	7	32
	4.12	0.59	0.88	1.76	2.06	9.41
	43.75	6.25	9.37	18.75	21.87	100.00
Outside Metro	24	2	3	4	1	34
	7.06	0.59	0.88	1.18	0.29	10.00
	70.58	5.88	8.82	11.76	2.94	100.00
Other	3	0	1	0	1	5
	0.88	0.00	0.29	0.00	0.29	1.47
	60.00	0.00	20.00	0.00	20.00	100.00
Missing	1	0	1	0	0	2
	0.29	0.00	0.29	0.00	0.00	0.59
						100.00
Total	132	25	22	80	81	340
	38.82	7.35	6.47	23.53	23.83	100.00

DETAILS OF SURVEY AND SURVEY METHODOLOGY

APPENDIX II

Survey Questionnaire

The survey questionnaire was designed to provide information on a range of issues:

- To what extend and for what purposes do employees use the TTC.
- What are the predominant methods of transporation between work and home.
- How many employees make use of a Metropass and with what frequency.
- What would be the impact of different levels of price subsidy on Metropass purchase and TTC ridership.
- What are employees' reasons for not making more use of the TTC.
- To what extent are the foregoing issues affected by factors such as age level, gender, union affiliation, residence location and department.

The survey questionnaire itself is shown as Exhibit I.

Methodology

- 340 interviews were conducted with employees whose names were generated by a random sampling process from payroll files.
- Interviews were conducted by six telephone interviewers working from decentralized locations during normal working hours, evenings and weekends.
- Substitutes for those employees on the prime interview list who could not be contacted or who objected to being interviewed were selected from back up lists. As far as practical, back ups were matched for sex and union affiliation.
- Data was edited and coded by one person and keyed by one person. The data was not subsequently verified other than by manual consistency checks.

Sample Population

The sample population compares to the total population as follows:

		Sample%	Total%
Sex:	Male	74.41	78.40
	Female	25.59	21.60
		100.00	100.00
Age:	Less 31 years	27.06	21.80
	31 - 49 years	48.24	43.80
	50 years +	24.70	34.40
		100.00	100.00
Union Affilation	Local 79	43.82	28.90
	Local 43	23.53	37.70
	Local 113	16.47	20.20
	COTAPSAI	11.18	8.20
	Other	5.00	5.00
		100.00	100.00

Statistical Reliability

It should be noted that generalizations from the survey to the overall population are subject to sampling errors. For instance, a statistic of 50% in the sample is accurate + or - 5.31% 95% of the time; i.e. where 50% of the sample answer a question in a given way, there is a 95% liklihood that the percentage of all employees likely to answer this way is 55.31% - 44.69%. Similarly, the confidence interval for other statistics is as follows:

%	Confidence Interval
40/60	5.20
30/70	4.87
20/80	4.25
10/90	3.18

Due to the randomization process employed, there is some variation between sample proportions and total population proportions. This is to be expected and in our judgement does not significantly affect the overall results and/or confidence intervals that should be applied, although if anything, there may be a slight bias towards over utilization of the TTC.

EXHIBIT I

TTC/METROPASS SURVEY

Name of Interviewee _____

Name of Interviewer _____

Date of Interview _____ Telephone # _____

Remarks:

Hi! I'm calling from the City of Toronto Management Services Department. We are conducting a survey for City Council to find out what use employees make of the TTC, and I'd like to ask you some questions if I may. It'll take about 10 minutes altogether. Do you have the time now or would you prefer me to call back later?

Go to Q1.

1. Where do you live?

_____

_____

Is that (enquire as appropriate)

City of Toronto	____	01
York	____	02
North York	____	03
East York	____	04
Scarborough	____	05
Etobicoke	____	06
Outside Metro	____	07
Don't Know	____	08
Other	____	09

01 ____

2. How long does it take you, door to door, to travel between work and home - using the method that you use most frequently?

Less than 5 minutes	____	00
6 - 10 minutes	____	01
11 - 20 minutes	____	02
21 - 30 minutes	____	03
31 - 40 minutes	____	04
41 - 50 minutes	____	05
51 - 60 minutes	____	06
61 - 70 minutes	____	07
70+	____	08
Don't Know	____	09
All Other	____	10

02 ____

3. How many minutes walk are you from the nearest TTC stop?

0 - 3	____	01
4 - 5	____	02
6 - 10	____	03
11 - 15	____	04
16 - 20	____	05
21 - 25	____	06
26+	____	07
Don't Know	____	08
There Isn't One	____	09
Too Far to Walk	____	10
All Other	____	11

03 ____

Ask: Is that a Bus Stop? (Check (✓))

Bus Stop	____
Street Car	____
Subway	____

4. In an average week including nights and weekends, how many trips would you take on a TTC bus, streetcar or subway? A trip occurs every time a fare has to be paid.

0 Trips	____	01
1-3 Trips	____	02
4-9 Trips	____	03
10 Trips	____	04
11+ Trips	____	05

04 ____

5. I'd like to understand how you travelled to and from work each day last week. Would you please describe how you travelled to and from work yesterday (or Friday, if today is Monday) and then we'll work back from there.

How did you travel <u>to</u> work yesterday/Friday (Day 1)

Day 1 to	_____	05 ____
Day 1 from	_____	06 ____
Day 2 to	_____	07 ____
Day 2 from	_____	08 ____
Day 3 to	_____	09 ____
Day 3 from	_____	10 ____
Day 4 to	_____	11 ____
Day 4 from	_____	12 ____
Day 5 to	_____	13 ____
Day 5 from	_____	14 ____

Record answers and insert data entry code using table below.

Probe 'car' responses to get specific categories as per list.

Method of Transportation	Code
Travelled in own car (not part of pool)	00
Travelled in a car (part of a pool arrangement)	01
Obtained a ride in someone else's car	02
Travelled in a City-owned car	03
Travelled in truck or non-car City-owned vehcile	04
TTC bus or streetcar	05
TTC subway	06
TTC bus/streetcar and subway	07
Go Transit	08
Go Transit and TTC	09
Motorcycle	10
Bicycle	11
Walk/jog all the way	12
Combinations not specified	13
Did not travel to/from work that day	14
Other modes of transport	15
Don't Know/Can't Remember	16
All other answers	17
Car and TTC	18

6. Including evenings and weekends, how many trips did you take on the TTC last week (thats counting from yesterday) for the purpose of:

	Number of Trips Taken						
	0	1-3	4-6	7-9	10-12	12+	
Carrying out your work	(0)	(1)	(2)	(3)	(4)	(5)	15 ____
Entertainment pleasure or visiting	(0)	(1)	(2)	(3)	(4)	(5)	16 ____
Going Shopping	(0)	(1)	(2)	(3)	(4)	(5)	17 ____
Personal Business (doctor, bank....)	(0)	(1)	(2)	(3)	(4)	(5)	18 ____
Other Purposes	(0)	(1)	(2)	(3)	(4)	(5)	19 ____

20 ____

Total Q5 & Q6 (...)

If TTC was used for carrying out work, ASK:

7. When you use the TTC to carry out your work, how do you get reimbursed for the cost?

Claim expenses	____	01
Get issued tickets or tokens	____	02
City provides metropass	____	03
All other responses	____	04

21 ____

8. Were you aware at the time that City of Toronto employees could purchase a metropass at a $5.00 discount in the month of November last year?

Yes	____	01
No	____	02
Yes, but too late	____	03
Vaguely	____	04
All others	____	05

22 ____

9. Did you buy a metropass in November?

Yes (go to Q13)	____	01
No	____	02
Don't Know/Other (go to Q13)	____	03

23 ____

10. Why didn't you buy a metropass in November?

Wouldn't save me money	____	01
Don't use TTC enough	____	02
Left it too late	____	03
Too much bother	____	04
Can't use it at all stops	____	05
Don't like TTC	____	06
No TTC service to home	____	07
Didn't know about it	____	08
Other (specify)	____	09

_____

_____

1st 24 ____

2nd 25 ____

3rd 26 ____

11. Have you ever purchased a TTC metropass?

Yes	____	01 (Ask 013)
No	____	02
Don't Know/Other	____	03

27 ____

12. Have you had your picture taken for the identification portion of a TTC metropass?

Yes	____	01 (ask 014)
No	____	02 (ask 015)
Don't Know/Other	____	03

28 ____

13. Did you buy a metropass in December 1981?

Yes	____	01
No	____	02
Don't Know/Other	____	03

29 ____

January 1982?

Yes	____	01
No	____	02
Don't Know/Other	____	03

30 ____

What about this month - February?

Yes	____	01
No	____	02
Don't Know/Other	____	03

31 ____

14. How many metropasses did you buy in 1981 in the 10 months period before the November discount?

None	____	01
1-5	____	02
6-10	____	03
Don't Know/Other	____	04

32 ____

15. How frequently do you plan to buy a metropass in the future - say over the next 12 months?

Not at all or 0	____	01
Not sure, but plan to experiment with one	____	02
1-3	____	03
4-6	____	04
7-9	____	05
10-12	____	06
Don't Know	____	07
Other	____	08

33 ____

16. Supposing there was a regular $5.00 discount for City employees, how often do you think you would buy a metropass in a year?

0	____	01
1-3	____	02
4-6	____	03
7-9	____	04
10-12	____	05

34 ____

17. A metropass now costs $32.50/month. That means you have to make more than 52 trips on the TTC each month to recover the cost.

By how many dollars would the price have to come down before you would consider buying one on a regular basis?

By how many dollars would the price have to come down for you to say that you would definitely purchase one on a regular basis?

	Consider (35)	Definitely (36)	
0-5	01	01	
6-7	02	02	
8-10	03	03	
11-15	04	04	
16-20	05	05	
21-25	06	06	
25+	07	07	Don't ask Q18
Free	08	08	
Don't Know	09	09	
All Other	10	10	

35 ____

36 ____

18. Would you be interested in paying for your metropass by means of a regular monthly deduction from your paycheque?

Yes	____	01
No	____	02
Don't Know	____	03
Other	____	04

37 ____

19. Do you normally have to travel during the course of your work?

Yes	____	01
Sometimes/occasionally	____	02
No (go to Q25)	____	03
All Other	____	04

38 ____

20. What is your normal method of travelling when you do?

Own car	____	01
City car	____	02
Taxi	____	03
TTC	____	04
Other	____	05

39 ____

21. How many car or taxi trips did you take last week during the course of your work - a trip is every time you travel from one destination to another.

0	1 - 5	6 - 15	16 - 25	26 - 35	36+
(1)	(2)	(3)	(4)	(5)	(6)

40 _____

22. Would it be practical for you to make greater use of the TTC for your work-related travel?

Possibly	_____ 01	
Yes	_____ 02	
No	_____ 03	(Q24)
Doubtful	_____ 04	(Q24)
Other	_____ 05	

41 _____

23. How many more trips could you reasonably take in a week?

1 - 5	_____ 01
6 - 10	_____ 02
10+	_____ 03

42 _____

24. Why is that?

Too slow - would take too long	_____ 01
Places not accessible	_____ 02
Not reliable enough	_____ 03
Too much hassle	_____ 04
Need to carry materials	_____ 05
Have to take passengers	_____ 06
All Other	_____ 07

43 _____

_____

_____

25. Okay, and finally, what would you say is the main reason that you don't make more overall use of the TTC?

Not reliable	_____ 01
Prefer convenience of car	_____ 02
No service available near to me	_____ 03
Takes too long	_____ 04
Seldom need transportation in City	_____ 05
Use it to capacity already	_____ 06
Don't Know	_____ 07
All Other	_____ 08

44 _____

_____

_____

Okay. Thank you very much for taking the time to answer the questions.